



IIT KAHARAGPUR

E-commerce Brands Data Analysis

Presented to : **XPERT**

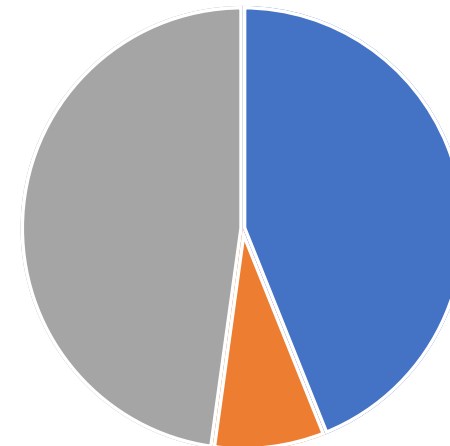
Prepared by : **Divyansh Niranjana**

Data Description:

- **Introduction:** This dataset captures comprehensive information related to customer, transactions and product details within a retail store.
- **Customer Details:**
 - Name(text)
 - Email
 - Address
 - phone no.
 - Total spent
 - Total order
- **Product Details:**
 - Product Name (text)
 - Vendor
 - Price (numeric)
 - Stock Availability (numeric)

- **Transaction Details:**

- Customer ID
- Financial Status
- Date and Time
- Taxes
- Shipping charges
- Shipping Method
- Item quantity, Item name, Item price
- Payment Method
- Total Amount Spent
- Transaction ID



• Cash on Delivery (COD) • manual • Razorpay (Cards, UPI, NetBanking, Wallets, Paypal)

1. Given the data received from an individual store, what enhancements can you do on it further to help understand the type of customers they cater to? This will help us ascertain which type of similar customers / lookalikes should we be recommending to them

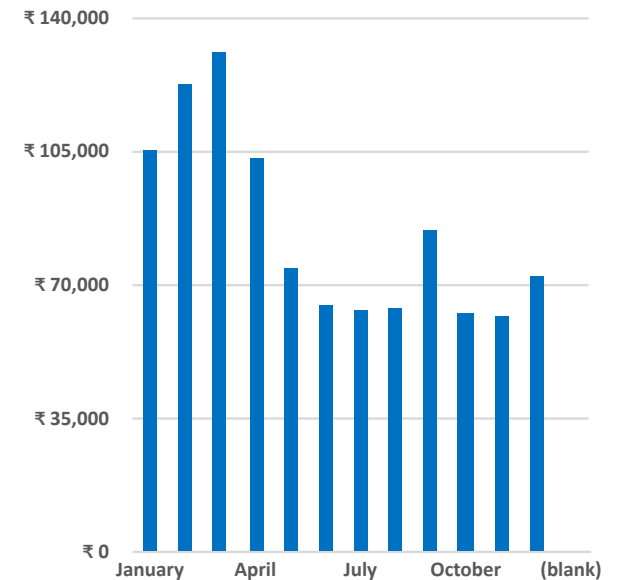
- **Identify common names or naming patterns for marketing insights.**
- **Utilize emails for targeted communication.**
- **Extract location information from addresses.**
- **Explore phone numbers for communication preferences.**
- **Tailor promotions for frequent buyers or encourage additional purchases from occasional buyers.**
- **Analyze financial status for customer segmentation.**
- **Extract time-based trends from Date and Time.**
- **Identify peak hours or days for promotions.**
- **Explore item quantity, name, and price for popular products.**
- **Tailor promotions or discounts for specific payment methods.**
- **Plan promotions during high-spending periods.**
- **Adjust pricing based on demand and popularity.**

2. How would you go about suggesting, which customers from STOREA, should we recommend to store B (and vice versa) ? What fields would you be leveraging to make such recommendations? Detail a process flow that you would like to follow to help answer this.

Process Flow for Cross-Store Customer Recommendations:

- Consolidate and clean data from both stores (Store A and Store B).
- Identify common fields for matching (e.g., Name, Email, Phone Number)
- Generate a list of customers who have made purchases in both stores.
- Explore collaborations with common vendors.
- Compare total spending of shared customers in both stores.
- Consider communication preferences from Email and Phone fields.
- Tailor recommendations based on preferred channels.
- Leverage Address information for regional targeting.

This concise process flow aims to identify and recommend shared customers between Store A and Store B, enhancing cross-store collaboration and customer engagement.



3. Leveraging data across both the stores, how can you build a UNIFIED CUSTOMER PROFILE of an individual person - which helps us suggest this customer to a new - STORE C - that just signed up on the network, what fields would that profile have & what purpose will they serve

Unified Customer Profile for Cross-Store Recommendations:

- **Customer Identification:** Customer ID, Name, Email, Phone Number, Address.

Purpose: Ensure accurate and unique identification across stores.

- **Purchase History:** Total Spent, Total Orders, Transaction IDs.

Purpose: Understand customer spending behavior and transaction history.

- **Product Preferences:** Product Names, Categories, Vendor Preferences.

Purpose: Identify preferred products, brands, and categories.

- **Financial Status:**

Purpose: Provide insights into the customer's financial capacity.

- **Shipping & Payment:** Shipping Charges, Method, Payment Method.

Purpose: Understand preferences for shipping and payment.

- **Tax & Stock Sensitivity:** Taxes, Stock Availability.

Purpose: Understand the impact of taxes and stock availability on purchases.

- **Communication Preferences:** Email, Phone Number.

Purpose: Determine the preferred communication channels for promotions.

- **Location Insights:** Address.

Purpose: Understand the geographic location for targeted regional promotions.

Purpose of the Unified Customer Profile:

- **Cross-Store Recommendations:**
 - Suggest the customer to new stores within the network based on historical behavior.
- **Personalized Marketing:**
 - Tailor promotions, discounts, and offers based on the customer's preferences.
- **Operational Efficiency:**
 - Streamline the checkout process by understanding preferred payment and shipping methods.
- **Customer Retention:**
 - Retain and engage the customer by understanding their preferences and addressing their needs.
- **Collaboration Opportunities:**
 - Identify opportunities for collaborative promotions with vendors or across stores.
- **Enhanced Customer Experience:**
 - Provide a seamless and personalized shopping experience across all network stores.

